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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|---|-------------|----------------------|---------------------|------------------|
| 09/769,887 | 01/25/2001 | Andrea Bimson | 40655.0400 | 5480 |
| 66170 | 7590 | 12/12/2006 | EXAMINER | |
| AMERICAN EXPRESS TRAVEL RELATED SERVICES CO., INC. c/o SNELL & WILMER, L.L.P. ONE ARIZONA CENTER 400 E. VAN BUREN STREET PHOENIX, AZ 85004-2202 | | | HUYNH, THU V | |
| | | ART UNIT | PAPER NUMBER | |
| | | 2178 | | |
| DATE MAILED: 12/12/2006 | | | | |

Please find below and/or attached an Office communication concerning this application or proceeding.

| | | |
|------------------------------|------------------|---------------|
| Office Action Summary | Application No.. | Applicant(s) |
| | 09/769,887 | BIMSON ET AL. |
| | Examiner | Art Unit |
| | Thu V. Huynh | 2178 |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 27 September 2006.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-4, 6, 14 and 15 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1-4, 6, 14 and 15 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

- Certified copies of the priority documents have been received.
- Certified copies of the priority documents have been received in Application No. _____.
- Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

| | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is responsive to communications: amendment filed on 07/29/06 to application filed on 12/25/2001, which has the benefit of prior provisional filed on 01/27/2000.
2. Claims 1 and 14 are currently amended. Claim 15 is currently added. Claims 5 and 7-13 are canceled.
3. Claims 1-4, 6 and 14-15 are pending in the case. Claims 1 and 14 are independent claims.
4. All rejections in the previous office action have been withdrawn as necessitated by the amendment.

Claim Rejections - 35 USC § 112

5. The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.
6. **Claims 1-4, 6 and 14-15 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement.**

Regarding independent claims 1 and 14, These claims contain subject matter which was not described in the originally-filed specification of instant application in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention. These claims include the features of: receiving a request includes user preferences; each data elements includes a category tag created from said user preferences; retrieving offer content based on each of said category tag and positioning said retrieved data element and offer content on updated content page according

to content mapping data. As pointing out by applicants, "Support for some of the amendments may be found at, for example the eight page of the provisional, in Section 2.2.1 and 2.2.2", however, examiner does not find in originally-filed specification of instant application for supporting the features in the amended claims 1 and 14.

Dependent claims 2-4, 6 and 15 are rejected for fully incorporating the dependencies of its base.

Response to Arguments

7. Applicant's arguments with respect to claims 1-4, 6 and 14 have been considered but are moot in view of the new ground(s) of rejection.

Applicants argue that neither Bernardo, Dabney, nor a combination thereof, disclose or suggest the amended features.

Examiner agrees. However, the amended features are not disclosed in originally-filed specification of instant application and therefore the amended claims are rejected under U.S.C § 112, as explained in the rejection above.

Conclusion

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Shkedi, US 7,072,853 B2, filed 04/99, teaches method for transacting an advertisement transfer.

Nakamura et al., US 6,591,248 B1, filed 11/99, teaches banner advertisement selecting method.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Thu V. Huynh whose telephone number is (571) 272-4126. The examiner can normally be reached on Monday to Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Stephen S. Hong can be reached on (571) 272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Thu V. Huynh
December 6, 2006